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ARAG Presents its New Corporate Design

The ARAG.de website has also been completely redesigned

ARAG, the world's leading legal insurer, presents its new corporate design. After 13 years, the brand's appearance has been fundamentally modernized to meet the increased demands of internationality, digitalization and differentiation.

The new design is already being rolled out successively in all countries in which the ARAG brand is active. A key milestone in the implementation is the relaunch of [ARAG.de](https://www.arag.de), which took place in June. The redesigned website is the brand's most important digital touchpoint in Germany – both for potential new customers and for existing customers – with a modern user guidance and brand presentation.

The main reasons for the redesign of the corporate design

ARAG is active as the world's leading legal insurer. The new design therefore strengthens the uniform brand image across national borders and supports international brand management. With the "ARAG 5 to 30" strategy program and other ambitious initiatives, the Group is consistently driving forward its business development. The new design reflects the further development of the Düsseldorf-based family business. In addition, the new design system is optimized for digital visibility and offers maximum flexibility and connectivity for websites, apps and other digital applications.

As a well-known German insurance brand, ARAG is consciously investing in a strong, recognizable brand image with the introduction of the new corporate design. It strengthens orientation and identification both internally and externally. ARAG also continues to use its brand in international markets. "Respect for the brand was particularly important to us during the redesign," explains Jakob Muziol, Vice President Marketing at ARAG SE. "ARAG's 90-year history is a key brand value. That is why we have carefully developed the iconic logo further – with the greatest care and respect for the brand identity."

Key elements of the new corporate design

The redesign of the logo includes a subtle facelift that retains the characteristic elements – especially the typography. The color scheme has been expanded: the striking ARAG yellow has been given new contrasts and design options through the addition of sand tones and a clear white.

A central element of the new design is the revised typography: The newly developed corporate typeface is strongly based on the typography of the ARAG logo and

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transfers its character into a consistent typeface system. The new corporate typeface is complemented by an accent font. Together, the two form a striking typeface that is used in headlines in particular and contributes significantly to the distinctiveness of the brand image. The new typography combines modernity, clarity and independence – and strengthens ARAG’s visual identity in the long term.

The new design system is modular – it creates clear structures, follows consistent patterns and at the same time allows flexible application across all media. It was developed “digital first”. The guidelines for implementation are documented on the Figma platform. This means they can be efficiently converted into code and are particularly suitable for AI-based applications. As a result, the ARAG brand is visually well equipped for a digital future characterized by artificial intelligence.

The comprehensive design process was accompanied by the Cologne agency denkwerk, which realized the strategic and creative development of the corporate design in close cooperation with the ARAG team.

More information on the new ARAG Corporate Design can be found at:
www.design-ARAG.com

Examples of the new ARAG corporate design for download can be downloaded here:
<https://www.arag.com/en/press/pressreleases/group/00747/>

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ARAG is the largest family-owned enterprise in the German insurance industry and has positioned itself as a versatile quality insurer. It is the leading legal insurer worldwide. Active in 20 countries – including the US, Canada and Australia – ARAG is also represented by international branches, subsidiaries and shareholdings in numerous international markets in which it holds a leading position as a provider of legal insurance and legal services. Besides legal insurance, it offers its customers in Germany its own unique needs-based products and services covering casualty and property insurance and health insurance. With more than 6,100 employees, the Group generates revenue and premium income totaling over €2,8 billion.

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